



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/732,589	12/08/2000	Brian Andrews	85GX-00101.	2808

7590 08/23/2004

John S. Beulick, Esq.  
Armstrong Teasdale LLP  
Suite 2600  
One Metropolitan Sq.  
St. Louis, MO 63102

EXAMINER
----------

COLON, CATHERINE M

ART UNIT	PAPER NUMBER
----------	--------------

3623

DATE MAILED: 08/23/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/732,589

Applicant(s)

ANDREWS ET AL.

Examiner

C. Michelle Colon

Art Unit

3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 08 December 2000.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-69 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-69 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 3/4/02.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

### **DETAILED ACTION**

1. The following is a Non-Final Office Action in response to the communication received on December 8, 2000. Claims 1-69 are now pending in this application.

#### ***Information Disclosure Statement***

2. The examiner has reviewed the patents supplied in the Information Disclosure Statement (IDS) provided on March 4, 2002.

#### ***Claim Rejections - 35 USC § 112***

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

4. Claims 16 and 20 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claim 16 recites, "...displaying at least one alternative from various alternatives available to the user..." It is unclear what the word, alternative, is modifying. In other words, alternative what?

Claim 20 recites, "...providing flexibility to an administrator to modify user profile information..." It is unclear how flexibility is provided. For example, is flexibility provided through a specific functionality of the system or through a specific user interface feature or through the global accessibility afforded by the Internet?

***Claim Rejections - 35 USC § 102***

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

6. Claims 1-69 rejected under 35 U.S.C. 102(e) as being anticipated by Johnson et al. (U.S. 6,067,525).

As per claim 1, Johnson et al. discloses a method for tracking deals using a web-based system including a server system coupled to a centralized interactive database and at least one client system, said method comprising the steps of:

receiving deal information into a centralized database (col. 4, lines 21-51; The system utilizes a lead generation component where lead information is stored in a database.);

storing the deal information into various sub-sections of the centralized database and cross-referencing the deal information against a unique identifier for easy retrieval and update (col. 4, lines 21-51; col. 7, lines 20-28; The system utilizes a data component comprises of multiple databases that interact and cross-reference each other.); and

retrieving the deal information from the centralized database in response to an inquiry to provide a current status of the deal (col. 8, lines 22-34; col. 8, line 65-col. 9,

Art Unit: 3623

line 6; Figure 2; The sales system allows users to store and retrieve data from the various databases.).

As per claim 2, Johnson et al. discloses a method according to Claim 1 wherein said step of receiving deal information further comprises the step of organizing deal information into various sub-sections of the database (col. 20, lines 30-48; The system utilizes a contact management module with a relational data architecture to organize deal information.).

As per claim 3, Johnson et al. discloses a method according to Claim 1 wherein said step of receiving deal information further comprises the step of adding at least one of New Contacts, Notes regarding a specific Contact, Action Items with reference to a specific Contact, Products, and Product Tables (col. 6, lines 16-48; col. 13, lines 7-24; The system manages various contact/customer information.).

As per claim 4, Johnson et al. discloses a method according to Claim 3 wherein said step of adding new contact information further comprises the steps of adding at least one of a Contact Name, a Title, a Company Name, a Company Address including a City Name, a State, and a Zip Code, a Phone Number, a Fax Number, an E-Mail address, Deal Status, Deal Amount that can be realized if the deal is closed, Probability of Sale, Expected Close Date, Open Action Items, a Promotion Code, a Contact Source, a Line of Business, a number of Employees and Sales Volume of the business (col. 13, lines 7-24; Users can add various contact information to the system.).

As per claim 5, Johnson et al. discloses a method according to Claim 1 wherein said step of storing the deal information further comprises the step of updating at least

Art Unit: 3623

one of a Contact Name, a Title, a Company Name, a Company Address including a City Name, a State, and a Zip Code, a Phone Number, a Fax Number, an E- Mail address, Deal Status, Deal Amount that can be realized if the deal is closed, Probability of Sale, Expected Close Date, Open Action Items, a Promotion Code, a Contact Source, a Line of Business, a number of Employees and Sales Volume of the business, Notes, Action Items, Products, Database Sub-sections, Deal History, Contact Information, various Management reports, and other relevant information about the Deal (col. 13, lines 7-24).

As per claim 6, Johnson et al. discloses a method according to Claim 5 wherein said step of updating the deal information further comprises the steps of:

adding and deleting individual records and editing the deals and deals related information (col. 10, lines 21-39; col. 20, lines 30-48; col. 29, lines 21-35; The system automatically updates deal-related information.).

As per claim 7, Johnson et al. discloses a method according to Claim 5 wherein said step of updating the deal information into the centralized database further comprises the step of entering the deal information online (col. 10, lines 55-58; col. 11, lines 8-10 and 48-57; Figure 3; The system's modules are accessible via the Internet.).

As per claim 8, Johnson et al. discloses a method according to Claim 5 wherein said step of updating the deal information further comprises the step of entering information at least through one of a voice activation command and a device connected to the client system (col. 6, lines 49-63; col. 7, lines 29-42; The system is based on a client server architecture, where the modules are accessible via a client.).

As per claim 9, Johnson et al. discloses a method according to Claim 1 wherein said step of storing the deal information further comprises the steps of:

tracking the deal information on a real time basis and storing the deal information on a real time basis by updating stored information by adding the new information to the centralized database on a real time basis to provide up-to-date deal information instantaneously to the user upon a request (col. 11, lines 39-47).

As per claim 10, Johnson et al. discloses a method according to Claim 1 wherein said step of retrieving the deal information in response to an inquiry further comprises the steps of:

downloading requested information from a server system and displaying at least one of Notes, Action Items, Products, Database Sub-Sections, Deal History, and Contact Information through various management reports on a client system in response to the inquiry (col. 9, lines 46-53; col. 13, lines 25-35; col. 21, lines 40-51).

As per claim 11, Johnson et al. discloses a method according to Claim 1 wherein said step of retrieving the deal information further comprises the steps of:

printing requested information in a pre-determined format and printing at least one of management report regarding Descriptions, Contacts, Action Items, Activities, Sales Funnel, Sales Forecast, Won and Lost Deals, Products and Exporting Contact Data (col. 12, line 66-col. 13, line 6).

As per claim 12, Johnson et al. discloses a method according to Claim 1 wherein said step of retrieving the deal information further comprises the step of providing the

Art Unit: 3623

deal information to the user (col. 8, lines 22-34; col. 8, line 65-col. 9, line 6; Figure 2; The sales system allows users to store and retrieve data from the various databases.).

As per claim 13, Johnson et al. discloses a method according to Claim 12 wherein said step of providing the deal information further comprises the steps of:  
receiving an inquiry from the client system and displaying information on the client system (col. 13, lines 7-35).

As per claim 14, Johnson et al. discloses a method according to Claim 13 wherein said step of receiving an inquiry from the client system further includes the step of submitting a request through at least one of pull down menus, check boxes, and hypertext links (col. 23, lines 64-67; col. 26, lines 39-53; The system uses standard application interfaces such as menus and hyperlinks.).

As per claim 15, Johnson et al. discloses the method according to claim 13 wherein said step of displaying information further includes the step of displaying an HTML document downloaded by the server system (col. 10, lines 55-58; col. 11, lines 8-10 and 48-57; Figure 3; The system's modules are accessible via the Internet.).

As per claim 16, Johnson et al. discloses a method according to Claim 13 wherein said step displaying further comprises the step of displaying at least one alternative from various alternatives available to the user (col. 13, lines 7-35).

As per claim 17, Johnson et al. discloses a method according to Claim 10 wherein said step of downloading the information in response to the inquiry further comprises the steps of:



accessing the centralized database, searching the database regarding the specific inquiry, retrieving information from the database and transmitting the retrieved information to the client system for display by the client system (col. 8, lines 22-34; col. 8, line 65-col. 9, line 6; Figure 2; The sales system allows users to store and retrieve data from the various databases using a client computer.).

As per claim 18, Johnson et al. discloses a method according to Claim 10 wherein said step of downloading further comprises the step of downloading extracted deal information and other relevant data into at least one of a database software and a financial spread sheet software (col. 12, lines 43-57; col. 13, lines 25-35; col. 15, lines 30-41; The system integrates with various contact management and presentation programs.).

As per claim 19, Johnson et al. discloses a method according to Claim 1 wherein said step of receiving further comprises the step of receiving data extracts from at least one of a database software and a financial spread sheet software (col. 12, lines 43-57; col. 13, lines 25-35; col. 15, lines 30-41; The system integrates with various contact management and presentation programs).

As per claim 20, Johnson et al. discloses a method for tracking and managing deals using a web-based system including a server system coupled to a centralized interactive database and at least one client system, said method comprising the steps of:

setting up the user's organizational hierarchy through enrollment process and then (col. 20, lines 30-48; The system includes a contact management module that

Art Unit: 3623

allows a user to establish relationships of contacts, channels and organizations using a relational data architecture.);

maintaining database by adding, deleting and updating information (col. 4, lines 21-43; col. 5, lines 51-64; The system utilizes a data component which consists of several inter-related databases. Uses add, delete and update information in these databases.);

tracking action items according to assigned priorities (col. 5, lines 51-64; col. 19, line 64-col. 20, line 7; Users track the status of items.);

generating management reports (col. 26, lines 39-53; Figure 13; The system has a reporting module that allows users to generate various management reports.); and

providing flexibility to an administrator to modify user profile information (col. 16, lines 37-63; col. 20, lines 20-23).

As per claim 21, Johnson et al. discloses a method according to Claim 20 further comprising the step of providing online help to the user by downloading a user manual on to a client device (col. 6, line 64-col. 7, line 14; col. 21, line 52-col. 22, line 54; The system provides online training to users.).

As per claim 22, Johnson et al. discloses a method according to Claim 20 wherein said step of setting up the user's organizational hierarchy through enrollment process further comprises the steps of:

providing information about a user, the user's company, number of users planning to utilize the method, a name of an administrator and other related information, and payment information including a credit card number, billing address, credit card

Art Unit: 3623

type, credit card expiration date (col. 5, lines 13-30; col. 6, lines 16-48; col. 9, lines 26-53; Figure 2; The system includes several modules that are set up with information to aid the user in using the system.); and

providing information about the user's sales organization including sales territories, information about each sales representative and associated sales territory each sales representative is assigned to, and reporting relationship among sales territories (col. 20, lines 8-13; The system allows users to enter and manage territory information.).

As per claim 23, Johnson et al. discloses a method according to Claim 20 wherein said step of setting up the user's organizational hierarchy through enrollment process further comprises the steps of: adding another territory, renaming a territory, adding another user and updating a user (col. 20, lines 8-13; The system allows users to enter and manage territory information.).

As per claim 24, Johnson et al. discloses a method according to Claim 20 wherein said step of generating management reports further comprises the step of generating at least one of Descriptions Report, Contacts Report, Action Items Report, Activities Report, Sales Funnel Report, Sales Forecast Report, Won and Lost Deals Report, and Products Report (col. 9, lines 46-53; col. 21, lines 40-51; Figure 13).

As per claim 25, Johnson et al. discloses a method according to Claim 20 wherein said step of providing flexibility to an administrator further comprises providing option to the administrator which includes at least one of changing company profile option, changing payment information option, changing organization structure option,

Art Unit: 3623

updating users option, changing administrator option, and updating product table option (col. 7, line 65-col. 8, line 21; col. 8, lines 59-64; col. 20, lines 8-48; The system includes a self management module that allows the user to perform various administrative functions.).

As per claim 26, Johnson et al. discloses a method according to Claim 20 wherein said step maintaining the database by adding, deleting and updating information further comprises the step of maintaining at least one of a Contact Name, a Title, a Company Name, a Company Address including a City Name, a State, and a Zip Code, a Phone Number, a Fax Number, an E- Mail address, Deal Status, Deal Amount that can be realized if the deal is closed, Probability of Sale, Expected Close Date, Open Action Items, a Promotion Code, a Contact Source, a Line of Business, a number of Employees and Sales Volume of the business, Notes, Action Items, Products, Database Sub-sections, Deal History, Contact Information, various Management reports, and other relevant information about the Deal (col. 13, lines 7-24; col. 20, lines 8-48; Users can add, update, delete various contact information to the system.).

As per claim 27, Johnson et al. discloses the method according to Claim 20 wherein the client system and the server system are connected via a network and wherein the network is one of a wide area network, a local area network, an intranet and the Internet (col. 10, lines 55-58; col. 11, lines 8-10 and 48-57; Figure 3; The system's modules are accessible via the Internet.).

The limitations of claims 28-69 are substantially similar to those of claims 1-27. Therefore, claims 28-69 are rejected on the same basis provided for claims 1-27.

### ***Conclusion***

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Ayyadurai (U.S. 6,668,281) discusses a relationship management system;
- Archived version of [www.salesforce.com](http://www.salesforce.com), March and August 2000 [retrieved from [www.archive.org](http://www.archive.org)] discusses a web-based application that facilitates the sales process for sales agents;
- "Salesforce.com Reaches 1000 Customers In First Month," *PR Newswire*, March 10, 2000 [retrieved from Proquest] discusses some features of [salesforce.com](http://salesforce.com);
- Apicella, Mario. "UpShot ESP: Workspace for closing deals," *InfoWorld*, Sep 25, 2000 [retrieved from Proquest] discusses a customer relationship management application;
- Uiterwijk, Julie et al. "Workgroup sales-force automation : Riding the sales revolution," *InfoWorld*, Oct 5, 1998 [retrieved from Proquest] discusses sales force automation tools;
- "The 1996 software guide: Targeting and reaching the right customers more effectively," *Direct Marketing*, Jun 1996 [retrieved from Proquest] discusses software products for sales and marketing;
- Varney, Sarah. "Arm your salesforce with the Web," *Datamation*, Oct 1996 [retrieved from Proquest] discusses sales force automation applications used with the Internet; and

Art Unit: 3623

- Wilburn, Gene. "Contact managers help you keep track of business associates," *Toronto Star*, Jun 2, 1994 [retrieved from Proquest] discusses ACT!.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Michelle Colon whose telephone number is 703-605-4251. The examiner can normally be reached Monday – Friday from 8:30am to 5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz, can be reached at 703-305-9643.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

Any response to this action should be mailed to:

***Commissioner of Patents and Trademarks***

***Washington D.C. 20231***

or faxed to:

703-872-9306 [Official Communications; including After Final  
communications labeled "Box AF"]


703-746-7202 [For status inquiries, draft communication, labeled  
"Proposed" or "Draft"]

Art Unit: 3623

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA 7<sup>th</sup> floor receptionist.

  
cmc

August 12, 2004

  
SUSANNA M. DIAZ  
PRIMARY EXAMINER  
AU.3623